

P-20: “Blow Bubbles Not Smoke” Litter Bag Campaign

Venue: Community

Goal: Eliminating Exposure to Secondhand Smoke

Sponsoring Organization: Southwest Washington Health District

Abstract: The Southwest Washington Health District (SWWHD) developed a campaign to educate the Vancouver community about the dangers of secondhand smoke (SHS). The project incorporated logos and slogans donated by Bremerton - Kitsap County Health District staff. SWWHD created car litter bags with the slogan “Don’t let secondhand smoke hurt your kids” and filled them with SHS information and resources. The litter bags were distributed to local car dealerships, the State Patrol and community service agencies including WIC and Parent and Child Health. Litter bags have also been distributed at local county and health fairs, using the slogan “Blow Bubbles Not Smoke.” The project has generated community interest and support.

Recommendations: Use existing businesses and organizations to distribute the litter bags for you. Be courteous and take the time to tell them how they can contribute to their community and listen to their own stories about tobacco. Get help from other groups who have implemented a similar program.

Contact for more information:

Pam Walker
Southwest Washington Health District
360-397-8215 ext. 3056
pwalker@swwhd.wa.gov

Lydia Merrigan
Southwest Washington Health District
360-397-8215 ext. 3026
lmerrigan@swwhd.wa.gov